

Level 5 Extended Diploma in Travel and Tourism Management

Unit Title	Level	Credit	GLH
Mandatory Units			
Travel and Tourism Organisations in A global Context	5	15	60
Managing Communication	5	15	60
People Management	5	15	60
Research Project	5	15	60
Finance and Funding in the Travel and Tourism Sector	5	15	60
Optional Units (learner must complete three further units from this group below to achieve this qualification)			
Passenger Transport Operations	4	15	60
Resort Management	5	15	60
Special Interest Tourism	5	15	60
Sustainable Tourism Development	5	15	60
The Management of Visitor Attractions	4	15	60
Tourist Destinations	4	15	60
Tourist Operations Management	4	15	60
Marketing Principles and Practice	5	15	60



Unit Format

Each unit of level 4 courses is presented in a standard format. This format provides guidance on the requirements of the unit for learners, tutors, assessors and external verifiers.

Each unit has the following sections:

Unit Title

The unit title reflects the content of the unit. The title of each unit completed will appear on a learner's statement of results.

Unit Aims

The unit aims section summaries the content of the unit. All units and courses have a level assigned to them which represents the level of achievement. The level of each unit is informed by the level descriptors.

Credit Value

The credit value is the number of credits that may be awarded to a learner for the successful achievement of the learning outcomes of a unit.

Guided Learning Hours (GLH)

Guided learning hours are an indicative guide to the amount of input that a tutor will provide to a learner, to enable them to complete the unit. This includes lectures, tutorials and workshops and time spent by staff assessing learners' achievement when they are present.

Learning Outcomes

The learning outcomes set out what a learner is expected to know, understand or be able to do as the result of the learning process.

Assessment Criteria

The assessment criteria describe the requirements a learner is expected to meet in order to demonstrate that the learning outcome has been achieved. Command verbs reflect the level of the course.

People in Organisations

Unit Title People in Organisations

Guided Learning Hours: 60

Levels: 4

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

This unit aims to develop knowledge of those aspects of organisations that concern and support people. This includes communication practices, teamwork, remote working and other organisational structures.

Learning Outcomes The learner will:	Assessment Criteria
1. Understand communication practices within organisations	1.1 Analyse the benefits of effective communication to organisations 1.2 Analyse policies and procedures that are used to enhance communication within organisations 1.3 Outline legislation relevant to communication within organisation 1.4 Evaluate how the organisational structure impacts on the
2. Understand the principles of effective teamwork	2.1 Assess the benefits of team working to individuals and organisation 2.2 Analyse why teams might fail to meet their objectives 2.3 Evaluate the impact of leadership styles on teamwork
3. Understand the issues associated with remote working	3.1 Explain the implications of the different ways in which people work remotely. 3.2 Evaluate common working practices used by those working remotely in different contexts
4. Understand the structures designed to support people within the workplace	4.1 Explain how HR departments can provide support to people within the workplace 4.2 Assess policies and procedures designed to support people in the workplace 4.3 Assess practices used to support people in the workplace.
5. Be able to review the impact of workplace practices on people within organisation	5.1 Assess workplace practices that impact on people within organisations 5.2 Make recommendations to improve staff and managers experience of the workplace

Passenger Transport Operations

Unit Title: Passenger Transport Operations
Guided Learning Hours: 60
Levels: 4
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to understand and evaluate the influence on passenger travel decisions.

Learning Outcomes The learner can:	Assessment Criteria
1. Understand the influences on passengers' travel decisions	1.1 Analyse the factors that influence passengers' choices of transport 1.2 Analyse how transport operators respond to passengers' choices
2. Understand key aspects of passenger transport operations	2.1 Explain the operational elements of passenger transport systems 2.2 Evaluate the complexities of operating a transport node
3. Understand the external environment in which transport providers operate	3.1 Describe the regulatory framework in which the transport sector operates 3.2 Evaluate the competitive strategies used to maintain and grow market share
4. Be able to review the effects of recent developments on passenger transport operations	4.1 Assess recent developments that have had an impact on passenger transport operations 4.2 Evaluate the impact of terrorist threats on transport operations 4.3 Evaluate the responses to recent developments by different transport operators

Resort Management

Unit Title:	Resort Management
Guided Learning Hours:	60
Levels:	5
Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

Aim of this unit is to understand the function, role and Impact and management issues related to travel and tourism.

Learning Outcomes	Assessment Criteria
The learner can:	
1. Understand the function and structure of resort operations	1.1 analyse the function of the resort operations of tour operators 1.2 analyse the structure of the resort offices of different types of tour operator
2. Understand the role and impact of quality systems and procedures	2.1 discuss how effective quality systems and procedures affect legal and conflict situations 2.2 analyse the impact of quality systems and procedures implemented by a specified tour operator on its operations
3. Understand the management issues relating to incidents	3.1 analyse incidents that could affect the operation of a resort 3.2 evaluate the procedures to be implemented by a tour operator to deal with different incidents 3.3 discuss how procedures to be implemented by a tour operator link with guidelines of trade associations and government bodies

Special Interest Tourism

Unit Title: Special Interest Tourism
Guided Learning Hours: 60
Levels: 5
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to understand the nature and development of Travel and tourism

Learning Outcomes The learner can:	Assessment Criteria
1. Understand the nature and development of special interest tourism	1.1 discuss special interest tourism in terms of product differentiation and tourist types 1.2 assess the contribution of tourism trends, factors and shifts in holiday interests to special interest tourism development
2. Understand how special interest tourism matches customers, products and services	2.1 evaluate how providers can match products and services to different customer types
3. Understand the appeal and motivation of special interest tourism for customers	3.1 analyse the appeal to customers of special interest tourism features and benefits 3.2 evaluate how the motivations of tourists are met by special interest tourism locations and features
4. Understand management needs and issues of special interest tourism	4.1 evaluate the organisational and support logistics involved in the management of special interest tourism trips 4.2 assess how operators resolve issues that affect special interest tourism

Sustainable Tourism Development

Unit Title:	Sustainable Tourism Development
Guided Learning Hours:	60
Levels:	5
Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

Aim of this unit is to understand the planning process of travel and tourism

Learning Outcomes	Assessment Criteria
<p>The learner can:</p> <p>1. Understand the planning process in relation to tourism development</p>	<p>1.1 Assess the objectives of planning for tourism development Explain the roles of different stakeholders, agencies and organisations</p> <p>1.2 organisations involved in the planning process</p> <p>1.3 Evaluate the different approaches to planning</p> <p>1.4 Evaluate the tools used to inform the planning process</p>
<p>2. Understand the need for the sustainable development of tourist destinations</p>	<p>2.1 Justify the concept of sustainable tourism development</p> <p>2.2 Analyse the impacts of tourism on destinations</p> <p>2.3 Explain why business decisions can create conflict with local people</p>
<p>3. Understand best practice in terms of sustainable development</p>	<p>Evaluate how negative environmental impacts can be minimised</p> <p>3.1 minimised</p> <p>Evaluate how negative socio cultural impacts can be minimised</p> <p>3.2 minimised</p> <p>3.3 Evaluate how positive economic impacts can be maximised</p> <p>Evaluate how ethical practices can benefit business and customers</p> <p>3.4 customers</p>
<p>4. Be able to review the sustainability of destinations</p>	<p>Present viewpoints of those involved in destination developments, including host communities</p> <p>4.1 developments, including host communities</p> <p>Make recommendations to preserve the environmental and social fabric of a destination</p> <p>4.2 social fabric of a destination</p> <p>Justify your recommendations, using examples of best practice</p> <p>4.3 practice</p>

The Management of Visitor Attractions

Unit Title: The Management of Visitor Attractions

Guided Learning Hours: 60

Levels: 4

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to understand the planning process of travel and tourism

Learning Outcomes	Assessment Criteria
<p>The learner can:</p> <p>1. Understand the key features of visitor attractions</p>	<p>1.1 Differentiate between different types of visitor attractions</p> <p>1.2 Analyse the ownership and key objectives of different types of visitor attractions</p> <p>1.3 Describe the role of agencies and organisations involved in different types of visitor attractions</p>
<p>2. Understand the appeal of visitor attractions to different visitor types</p>	<p>2.1 Analyse how the needs of different visitor types are met at visitor attractions</p> <p>2.2 Apply motivational theories to analyse the appeal of different visitor attractions</p>
<p>3. Understand the impacts of visitor attractions</p>	<p>1.1 Analyse the economic impacts of visitor attractions</p> <p>1.2 Analyse the impacts of visitor attractions on the environment and local communities</p>
<p>2. Understand the management strategies used at visitor attractions</p>	<p>2.1 Assess Management strategies used at visitor attractions</p> <p>2.2 Analyse the management strategies used at visitor attractions to enhance sustainability</p>

Tourist Destinations

Unit Title: Tourist Destinations

Guided Learning Hours: 60

Levels: 4

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to understand the tour operator's induction works in travel and tourism sector

Learning Outcomes The learner can:	Assessment Criteria
1. Understand the scope of key UK and worldwide tourist destinations	1.1 analyse main tourist destinations and generators of the world in terms of visitor numbers and income generation 1.2 analyse statistics to determine tourism destination trends and predict future trends
2. Understand the cultural, social and physical features of tourist destinations	2.1 analyse cultural, social and physical features of tourist destinations explaining their appeal to tourists 2.2 compare features of developing and leading tourist destinations
3. Understand how the characteristics of destinations affect their appeal to tourists	3.1 compare the appeal of current leading tourist destinations with that of currently developing tourist destinations 3.2 evaluate how characteristics of a tourist destination affect its appeal
4. Understand issues likely to affect the popularity of tourist destinations	4.1 analyse issues that affect the popularity of tourist destinations 4.2 discuss the potential for responsible tourism to enhance the host community at worldwide tourist destinations

People Management

Unit Title: People Management

Guided Learning Hours: 60

Levels: 5

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

This unit aims to develop knowledge and understanding of how communication takes place within and between organisations, the potential pitfalls and benefits of good practice.

Learning Outcomes The learner can:	Assessment Criteria
1. Understand how structure and culture on impact on people in organisations	1.1 Define corporate social responsibility (CSR) 1.2 Describe background and changing attitudes to CSR 1.3 Describe the regulatory framework for CSR 1.4 Explain Environmental issues in (CSR) 1.5 Explain Economic and political issues in (CSR) 1.6 Explain social and community issues.
2. Understand approaches to managing on the differences between individuals that impact on their performance at work	2.1 Assess the benefits of CSR to employees 2.2 Analyse the impact of CSR on the supply chain 2.3 Explain how a CSR policy impacts on business performance 2.4 Explain how a CSR policy impacts on marketing strategy 2.5 Assess the potential conflicts which may arise between the needs and expectations of different stakeholders.
3. Understand methods for developing human resources	3.1 Review the CSR policy of a Specific Business 3.2 Assess the extent of voluntarism in CSR policy 3.3 Recommend changes to CSR policy to benefit different stakeholders 3.4 Assess the potential impact of changes in CSR on Business Performance 3.5 Evaluate how organisations use their corporate social responsibility
4. Understand methods for developing human resources	4.1 Explain how motivation theories can be applied to developing people in organisations 4.2 Explain the different uses of coaching and mentoring in organisations 4.3 Analyse the benefits of training and development to individuals and organisations
5. Be able to review how people are managed within organisations	5.1 Review people management strategies used in an organisation 5.2 Assess the impact on people of management strategies used in organisations 5.3 Recommend strategies to promote high levels of performance

Travel and Tourism Organisations in a Global Context

Unit Title:	Travel and Tourism Organisations in a Global Context
Guided Learning Hours:	60
Level:	5
Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

This unit aims to develop learners understanding of the issues organisations face operating within a global context.

Learning Outcome	Assessment Criteria
The learner can:	
1. Understand the context within which global travel and tourism organisations operate	1.1 Analyse key differences between travel and tourism organisations 1.2 Assess the responsibilities of travel and tourism organisations operating globally 1.3 Evaluate strategies employed by travel and tourism organisations to maintain or develop global operations
2. Understand the impact of external factors on the travel and tourism sector	2.1 Analyse how the performance of a national economy impacts on the activities of the travel and tourism sector 2.2 Explain the measures taken by governments to influence the activities of the travel and tourism sector 2.3 Evaluate the effect of national and global events on the travel and tourism sector
3. Understand the impact of global factors on travel and tourism organisations	3.1 Explain the implications of global integration on tourism organisations 3.2 Assess the effect of international tourism on domestic tourism 3.3 Review the impact of the global economy on travel and tourism organisations 3.4 Assess how new technologies have facilitated globalisation of travel and tourism organisations
4. Be able to review current issues impacting on a named travel and tourism organisation that operates globally	4.1 Carry out a review of the global environment in which a chosen organisation in the travel and tourism sector operates to identify current issues 4.2 Propose strategies to address issues affecting the chosen travel and tourism organisation's business activities

Managing Communication

Unit Title	Managing Communication
Guided Learning Hours:	60
Levels:	5
Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

This unit aims to develop knowledge and understanding of how communication takes place within and between organisations, the potential pitfalls and benefits of good practice.

Learning Outcomes The learner will:	Assessment Criteria
6. Understand how information and knowledge is communicated within an organisation	1.5 Analyse key information and knowledge requirements for a range of stakeholders within different organisations 1.6 Explain the systems used for communicating key information and knowledge to stakeholders 1.7 Analyse potential barriers to effective workplace communication
7. Understand factors that impact on workplace communication	7.1 Evaluate how communication is influenced by values and cultural factors 7.2 Explain how technology can be used to benefit as well as hinder the communication process 7.3 Explain how policies and procedures can impact on the communication processes
8. Be able to promote effective interpersonal communication	3.4 Evaluate the effectiveness of own communication skills 3.5 Apply theories of interpersonal communication to oneself 3.6 Request feedback from others on own interpersonal communication skills
9. Be able to review communication within an organisation	9.1 Carry out a communications audit 9.2 Apply theories of organisational communication 9.3 Create a plan to improve workplace communications 9.4 Identify measures to evaluate the success of the plan to improve workplace communications



Tourist Operations Management

Levels: 4
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to understand the tour operators induction works in travel and tourism sector

Learning Outcomes The learner will:	Assessment Criteria
1. Understand the tour operators industry within the travel and tourism sector 2. Understand stages involved in creating holidays 3. Be able to review brochures and methods of distribution used to sell holidays 4. Understand strategic and tactical decision making for tour operators	1.1 analyse the effects of current and recent trends and developments on the tour operators industry 2.1 assess the stages and timescales involved in developing holidays 2.2 evaluate the suitability of different methods of contracting for different components of the holiday and different types of tour operator 2.3 calculate the selling price of a holiday from given information 3.1 evaluate the planning decisions taken for the design of a selected brochure 3.2 assess the suitability of alternatives to a traditional brochure for different types of tour operator 3.3 evaluate the suitability of different methods of distribution used to sell a holiday for different types of tour operator 4.1 evaluate the strategic decisions made by different types of tour operator 4.2 compare the tactical decisions that could be taken by a selected tour operator in different situations

Marketing Principles and Techniques

Unit Title:	Marketing Principles and Techniques
Guided Learning Hours:	90
Levels:	3
Number of Credits:	15
Unit grading system:	Pass

To develop knowledge and understanding of marketing principles and techniques.

Learning Outcomes	Assessment Criteria
The learner can:	
1. Understand the principles of marketing	1.1 Describe the diverse activities carried out in marketing departments in businesses 1.2 Explain market segmentation as a tool to identify customer 1.3 Explain the marketing mix
2. Understand market research and market analysis methods	2.1 Explain the aims of research and market 2.2 Describe market research methods 2.3 Outline market analysis tools and techniques
3. Be able to apply market analysis techniques	3.1 Use market analysis techniques to research the target market for a selected product or service 3.2 Interpret finding of market research and market analysis 3.3 Present finding to the marketing team
4. Understand how e – marketing is used	4.1 Describe the methods used to e-market products and services 4.2 Explain how companies manage their online image

Finance and Funding in the travel and tourism Sector

Unit Title: Finance and Funding in the travel and tourism Sector

Guided Learning Hours: 60
Levels: 5
Number of Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to interpret financial accounts to assist decision

Learning Outcomes The learner can:	Assessment Criteria
1. Understand the importance of costs, volume and profit for management decision-making in travel and tourism	1.1 explain the importance of costs and volume in financial management of travel and tourism businesses 1.2 analyse pricing methods used in the travel and tourism sector 1.3 analyse factors influencing profit for travel and tourism businesses
2. Understand the use of management accounting information as a decision-making tool in travel and tourism businesses	2.1 explain different types of management accounting information that could be used in travel and tourism businesses 2.2 assess the use of management accounting information as a decision-making tool
3. Be able to interpret financial accounts to assist decision-making in travel and tourism businesses	3.1 interpret travel and tourism financial accounts
4. Understand sources and distribution of funding for public and non-public tourism development	4.1 analyse sources and distribution of funding for the development of capital projects associated with tourism

Resort Management

Unit Title:	Resort Management
Guided Learning Hours:	60
Levels:	5
Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

Aim of this unit is to understand the function, role and Impact and management issues related to travel and tourism.

Learning Outcomes	Assessment Criteria
The learner can:	
4. Understand the function and structure of resort operations	1.3 analyse the function of the resort operations of tour operators 1.4 analyse the structure of the resort offices of different types of tour operator
5. Understand the role and impact of quality systems and procedures	2.3 discuss how effective quality systems and procedures affect legal and conflict situations 2.4 analyse the impact of quality systems and procedures implemented by a specified tour operator on its operations
4. Understand the management issues relating to incidents	3.4 analyse incidents that could affect the operation of a resort 3.5 evaluate the procedures to be implemented by a tour operator to deal with different incidents 3.6 discuss how procedures to be implemented by a tour operator link with guidelines of trade associations and government bodies

Passenger Transport Operations

Unit Title: Passenger Transport Operations

Guided Learning Hours: 60

Levels: 4

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to understand and evaluate the influence on passenger travel decisions.

Learning Outcomes The learner can:	Assessment Criteria
1. Understand the influences on passengers' travel decisions	3.7 Analyse the factors that influence passengers' choices of transport 3.8 Analyse how transport operators respond to passengers' choices
2. Understand key aspects of passenger transport operations	2.3 Explain the operational elements of passenger transport systems 2.4 Evaluate the complexities of operating a transport node
3. Understand the external environment in which transport providers operate	3.1 Describe the regulatory framework in which the transport sector operates 3.2 Evaluate the competitive strategies used to maintain and grow market share
4. Be able to review the effects of recent developments on passenger transport operations	4.1 Assess recent developments that have had an impact on passenger transport operations 4.2 Evaluate the impact of terrorist threats on transport operations 4.3 Evaluate the responses to recent developments by different transport operators

Business Ethics

Unit Title: Business Ethics

Guided Learning Hours: 60

Levels: 5

Number of Credits 15

Unit grading system

Unit purpose and aim(s):

The aim of the unit is to provide the learner with an introduction to business ethics and how they are used by businesses to plan and manage their business goals, objectives and activities..

Learning outcomes The learner will:	Assessment Criteria
<p>1. Understand different ethical perspectives in business</p>	<p>1.1 Explain the background and development of theoretical ethical approaches 1.2 Compare and contrast absolute and relative ethics 1.3 Explain the ethical issues which can affect the operational activities of a business</p>
<p>2. Understand Business objectives from an ethical perspective</p>	<p>2.1 Explain how business objectives are affected by ethical considerations 2.2 Evaluate the implications for a business and its stakeholders to operate ethically</p>
<p>3. Understand ethics in workplace relationships</p>	<p>3.1 Assess the role of the company acting as moral agent 3.2 Analyse the development of mechanisms for achieving employee involvement and empowerment</p>

Business Law

Unit Title: Business Law

Guided Learning Hours: 60

Levels: 5

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

To develop knowledge of some of the main aspects of business law that the learner may encounter as a manager in a business.

Learning outcomes The learner will:	Assessment Criteria
<p>1. Be able to apply the main principles affective the legal relationship between business organisation and between</p>	<p>1.1 apply the legal rules on implied term relating between to the sale of goods and supply of services 1.2 apply the statutory provisions on the transfer of property and possession 1.3 evaluate the statutory provisions on buyer’s and seller’ remedies 1.4 apply product liability statutory provisions</p>
<p>2. Be able to apply the legal rules on between consumer credit agreements between and agency</p>	<p>2.1 differentiate between types of credit agreements 2.2 apply rules, termination rights and default notices in a given scenario 2.3 differentiate between the different types of agent 2.4 evaluate the rights and duties of an agent</p>
<p>3. Understand the legal rules relating to between monopolies, mergers and between anti-competitive practices</p>	<p>3.1 Outline monopolies and anti-competitive practice legislation in the UK 3.2 Explain the role of the competition commission within the context of monopolies and anti-competitive practices and the UK office of Fair Trading. 3.3 Define dominant positions within the EU common market 3.4 Consider the application of EU Exemptions to potentially anti-competitive practices</p>
<p>4. Know the key provisions relating to between intellectual property rights</p>	<p>4.1 Identify differing forms of intellectual property 4.2 Outline the principles relating to the protection of inventions through patent rights and their infringement in a given business scenario 4.3 Describe the principles relating to copyright protection and their infringement in a given business scenario 4.4 Compare and contrast the protection of trademarks and business names.</p>

Corporate Social Responsibility

Unit Title:	Corporate Social Responsibility
Guided Learning Hours:	60
Levels:	4
Number of Credits:	215
Unit grading system:	Pass

To develop the knowledge and skills required to create a culture of continuous improvement and to manage Change for improvement within a healthcare organization.

Learning Outcomes	Assessment Criteria
The learner can:	
1 Understand current corporate social responsibility issues facing business	1.1 Define corporate social responsibility (CSR) 1.2 Describe background and changing attitudes to CSR 1.3 Describe the regulatory framework for CSR 1.4 Explain environmental issues in CSR 1.5 Explain economic and political issues in CSR 1.6 Explain social and community issues in CSR
2 Understand the impact of corporate social responsibility policy on different stakeholders	2.1 Assess the benefits of CSR to employees. 2.2 Analyse the impact of CSR on the supply chain 2.3 Explain how a CSR policy impacts on business performance 2.4 Explain how CSR impacts on marketing strategy 2.5 Assess the potential conflicts which may arise between the needs and expectations of different stakeholders
3. Be able to make recommendations for responsible business practice	3.1 Review the CSR policy of a specific business 3.2 Assess the extent of voluntarism in CSR policy 3.3 Recommend changes to CSR policy to benefit different stakeholders 3.4 Assess the potential impact of changes in CSR on business performance

Employability Skills

Unit Title: Employability Skills

Guided Learning Hours: 60

Levels: 5

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

The unit's aim is to understand responsibilities and performances within an organisation.

Learning Outcomes The learner can:	Assessment Criteria
1. Be able to determine own responsibilities and performance	1.1 Develop a set of own responsibilities and performance objectives 1.2 Evaluate own effectiveness against defined objectives 1.3 Make recommendations for improvement 1.4 Review how motivational techniques can be used to improve quality of performance
2. Be able to develop interpersonal and transferable skills	2.1 Develop solutions to work-based problems 2.2 Communicate in a variety of styles and appropriate manner at various levels 2.3 Identify effective time-management strategies
3. Understand the dynamics of working with other	3.1 Explain the roles people play in a team and how they can work together to achieve shared goals 3.2 Analyse team dynamics 3.3 Suggest alternative ways to complete tasks and achieve team goals
4. Be able to develop strategies for problem solving	4.1 Evaluate tool and methods for developing solutions to problems 4.2 Develop an appropriate strategy for resolving a particular problem 4.3 Evaluate the potential impact on the business of implementing the strategy

Personal and Professional Development

Unit Title: Personal and Professional Development

Number of Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

The aim of this unit is to develop confidence in the learner to successfully manage their personal and professional skills in order to achieve their career goals.

Learning outcomes The learner will:	Assessment Criteria
<p>1 Understand how self-managed learning can enhance lifelong development</p>	<p>1.1 Evaluate approaches to self-managed learning 1.2 Propose ways in which lifelong learning in personal and professional contexts could be encouraged 1.3 Evaluate the benefits of self-managed learning to the individual and organisation</p>
<p>2 Be able to take responsibility for own personal and professional development</p>	<p>2.1 Evaluate own current skills and competencies against professional standards and organisational objectives 2.2 Identify own development needs and the activities required to meet them 2.3 Identify development opportunities to meet current and future defined needs 2.4 Devise a personal and professional development plan based on identified needs</p>
<p>3 Be able to implement and continually review own personal and professional development plan</p>	<p>3.1 Discuss the processes and activities required to implement the development plan 3.2 Undertake and document development activities as planned 3.3 Reflect critically on own learning against original aims and objectives set in the development plan 3.4 Update the development plan based on feedback and evaluation</p>
<p>4 Be able to demonstrate acquired Interpersonal and transferable skills</p>	<p>4.1 Select solutions to work-based problems 4.2 Communicate in a variety of styles and appropriate manager at various levels 4.3 Evaluate and use effective time management strategies</p>

Planning a New Business Venture

Unit Title Planning a New Business Venture

Guided Learning Hours: 60

Levels: 4

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

The aim of the unit is to develop business planning skills. These skills can be applied to either a small micro enterprise or a new venture within an existing company.

Learning Outcomes The learner will:	Assessment Criteria
1. Understand the different types of business organisations	1.1 Analyse the potential benefits, limitations and risks associated with different types of business organisation 1.2 Analyse sources of finance for different types of business organisations 1.3 Evaluate the legal considerations relevant to planning a business venture.
2. Understand factors that determine market potential	2.1 Analyse market conditions that impact on setting up a new business venture 2.2 Analyse gaps in the market for potential products 2.3 Analyse target markets for a business venture
3. Be able to develop a business case	3.1 Develop the mission, vision, aims and objectives of the business 3.2 Interpret external factors to justify need for your business product 3.3 Specify the business product to meet needs 3.4 Propose business structures and systems that will deliver business aims and objectives 3.5 Produce business planning forecast based on targets 3.6 Identify business responses of target not met
4. Be able to pitch a business proposal	4.1 Pitch for funding for a business proposal 4.2 Present documentation to support your pitch

Planning a Work-Based Team Project

Unit Title: Planning a Work-Based Team Project
Guided Learning Hours: 60
Levels: 4
Number of Credits: 15
Unit grading system: Pass

Learning Outcome The learner can:	Assessment Criteria
1. Be able to develop a proposal for a work based team project	1.1 Identify the aims and objectives of the project 1.2 Propose roles and responsibilities 1.3 Identify constraints on the project 1.4 Propose ways of monitoring and evaluating the project.
2. Be able to plan the work based team project	2.1 Plan the physical, Financial and human resources needed for the project 2.2 Carry out a risk assessment for the project 2.3 Produce interim and completion timescales
3. Be able to implement the plan for a work based team project	3.1 Plan meetings and event 3.2 Produce documentation for meetings 3.3 Analyse policies and procedures for setting up meetings and Events 3.4 Recommend improvements to policies and procedures for setting up meeting and events
4. Be able to implement the plan for a work based team project	4.1 Evaluate the suitability and effectiveness of different communication systems in the workplace 4.2 Evaluate the suitability and effectiveness of different communication systems in the workplace 4.3 Use a range of communication skills to present skills.
5. Be able to evaluate the project against the stated objectives	5.1 Evaluate their own performance 5.2 Evaluate the team's performance 5.3 Make recommendations for improvement for future projects

Resource Management

Unit Title:	Resource Management
Guided Learning Hours:	60
Level:	4
Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

The aim of this unit is to provide an overview of the human and physical resources needed in a range of organisations, including those in the primary

Learning Outcome	Assessment Criteria
The learner can:	
1. Understand the key features of resource management	1.1 Analyse the differing resource requirements of organisations in different sectors of the economy 1.2 Outline key requirements relevant to resource management in organisations in different sectors of the economy
2. Understand the importance of the effective use of physical resources	2.1 Evaluate how the use of physical resources is monitored and managed 2.2 Evaluate the impact of resource wastage 2.3 Assess the costs of high profile technological failures 2.4 Assess the business case for the use of ethical and sustainable resources
3 Understand how to maximise the effectiveness of human resources	3.1 Assess the need for human resource planning in the workplace 3.2 Using motivational theories, analyse what motivates people 3.3 Evaluate the methods used to monitor and improve employee performance 3.4 Assess the effectiveness of reward systems in different contexts
4 Be able to review the effective use of resources	4.1 Monitor the use of physical resources against performance measures and procedures 4.2 Analyse data on employee performance 4.3 Report on the effective use of human and physical resources 4.4 Make recommendations to improve efficiency

Customer Relationship Management

Unit Title: Customer Relationship Management

Guided Learning Hours: 60

Levels: 4

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

To develop an understanding of the scope and importance of CRM and to explore how effective CRM is achieved.

Learning Outcomes The learner can:	Assessment Criteria
3. Understand the importance of customer relationship management to business	3.1 Explain the key aspects of customer relationship management 3.2 Analyse the benefits of good customer relationship management 3.3 Analyse the impact of quality management systems on customer relationship management
4. Understand how good customer relationship management is achieved	2.1 Explain the processes necessary for achieving effective customer relationship 2.2 Explain the role of internal staff in achieving effective customer relations 2.3 Assess the role of external stakeholder's in achieving effective customer relations
3 Understand the use of loyalty schemes in customer relationship management	3.1 Analyse the use of loyalty schemes to gain information about customers 3.2 Explain how the information gained is used to inform marketing and customer service policy
4 Be able to plan improvements to customer relationship management	4.1 Review customer relationship management in an organisation 4.2 Propose improvements to processes for customer relationship management 4.3 Propose improvements to the role of staff in promoting good customer relationships 4.4 Produce a plan for the implementation of improvements

Administrative Services

Unit Title: Administrative Services

Guided Learning Hours: 60

Levels: 4

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

To develop an understanding of the range of administrative services that might be offered to managers or departments within organisations and to develop administrative

Learning Outcomes The learner can:	Assessment Criteria
1. Understand the range and Diversity of administrative services	1.1 Explain the different administrative services which may be offered 1.2 Analyse the skills required to be effective in administrative services 1.3 Explain the challenges presented when offering administrative support to more than one manager or department 1.4 Explain the legal requirements relevant to administrative services
2. Be able to develop organisational systems	2.1 Evaluate the different types of filing systems 2.2 Set up and run a filing system 2.3 Set up and use a stock control system 2.4 Use a purchasing system 2.5 Explain the importance of keeping accurate records
3. Be able to support meetings and events	3.1 Plan meetings and event 3.2 Produce documentation for meetings 3.3 Analyse policies and procedures for setting up meetings and Events 3.4 Recommend improvements to policies and procedures for setting up meeting and events
4. Understand the importance of effective communication in the workplace	4.1 Evaluate the suitability and effectiveness of different communication systems in the workplace 4.2 Analyse the role of technology in support effective communication in the workplace

Progression: -

On Successful Completion of Diploma in Travel and Tourism

- Learner will get Entry in Diploma Programmes
- It will develop their professional knowledge in Tourism industry
- Progress to Higher Qualifications can be obtain

Our Diploma will allow learner to develop Key Skills, they may need to work in Travel and Tourism Industry. These qualifications can help a learner progress on to degree programme or claim exemptions from some units of the course.